

**Deodorants in Bosnia and Herzegovina**

Market Direction | 2023-05-03 | 19 pages | Euromonitor

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**Report description:**

Deodorants witnessed steady retail volume growth in 2022 driven by stable consumer demand and a gradual shift from more expensive mass and premium deodorants with fragrances towards cheaper options. Amidst rising inflation and growing economic pressures from the disruption in the supply chain, caused by the war in Ukraine, unit prices rose significantly in 2022. In the face of higher costs of living, the majority of consumers have responded by trading down to more economically-priced deodorants.

Euromonitor International's Deodorants in Bosnia and Herzegovina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Deodorants market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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##### SOURCES

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## Summary 1 Research Sources

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